

IN THE CLAIMS

1. (Currently amended) An apparatus for controlling interactive television offerings over a transaction-enabled broadcast network, the apparatus comprising:

at least one central system processor of a multi-service operator, operative to: (i) receive broadcast content from a broadcast content source; (ii) process the broadcast content; (iii) transmit said processed broadcast content over said network to a viewer; (iv) receive request data over said network from said viewer, said data being transmitted by said viewer in response to said processed broadcast content; and (v) process said request data; wherein said the at least one central system processor of a multi-service operator is further operative as a central point of control for said request data or interactive content contained within said broadcast content, and said the at least one central system processor collects information about viewer transactions for commerce purposes;

wherein the at least one central system processor is further operative to add interactive advertising content to non-interactive advertising content for a period of time defined by at least one local merchant offer;

wherein the at least one central system processor is further operative to route the request data to the at least one local merchant using at least one advertisement identifier; and

memory, operatively coupled to the central system processor of a multi-service operator, for storing at least a portion of data related to at least one of the receiving, transmitting and processing steps.

2. (Original) The apparatus of claim 1 wherein said broadcast content from a broadcast source comprises advertising content.

3. (Original) The apparatus of claim 1 wherein said broadcast content from a broadcast source comprises program content.

4. (Previously presented) The apparatus of claim 1 wherein said central system processor of a multi-service operator is further operative to add interactive content to the broadcast content.

5. (Original) The apparatus of claim 4 wherein said added interactive content is advertising content.

6. (Original) The apparatus of claim 5 wherein said advertising content is added at the end of a group of commercials.

7. (Previously presented) The apparatus of claim 1 wherein said central system processor of a multi-service operator is further operative to collect and store previously broadcast content.

8. through 10. (Canceled).

11. (Original) The apparatus of claim 4 wherein said added interactive content specifies local purchasing information.

12. (Original) The apparatus of claim 1 wherein said broadcast content from a broadcast content source comprises interactive content.

13. through 16. (Canceled).

17. (Previously presented) The apparatus of claim 1 wherein said request data comprises a universal resource locator (URL) and wherein said central system processor of a multi-service operator is further operative to redirect said URL.

18. (Original) The apparatus of claim 17 wherein said redirecting a URL further comprises reducing network congestion.

19. (Original) The apparatus of claim 17 wherein said redirecting a URL further comprises forwarding said URL to a local server for fulfillment.

20. (Original) The apparatus of claim 1 wherein said memory is operative to store data based on commerce conducted by the viewer over said network.

21. through 27. (Canceled).

28. (Previously presented) The apparatus of claim 1 wherein said central system processor of a multi-service operator is further operative to associate a personal identification number with the viewer.

29. through 30. (Canceled).

31. (Previously presented) The apparatus of claim 1 wherein said central system processor of a multi-service operator is further operative to securely store credit card information of said viewer.

32. (Previously presented) The apparatus of claim 1 wherein said central system processor of a multi-service operator is further operative to store at least one ship-to address of said viewer.

33. (Canceled).

34. (Currently amended) A retrofittable system for conducting e-commerce over a transaction-enabled broadcast network, said system comprising:

a broadcast receiving device operatively coupled to said network and configurable to enable a viewer to interact with a broadcast comprising interactive content; and

a local multi-service operator operatively coupled to said network, said local multi-service operator comprising a central system controller, ~~said the~~ central system controller ~~being~~ operatively configurable to selectively modify, enable or disable said interactive content, ~~and said the~~ central system controller is capable of collecting information about viewer transactions for commerce purposes;

wherein the central system controller is further operatively configurable to add interactive advertising content to non-interactive advertising content for a period of time defined by at least one local merchant offer;

wherein the central system controller is further operatively configurable to route request data to the at least one local merchant using at least one advertisement identifier.

35. through 40. (Canceled).

41. (Currently amended) A method of conducting e-commerce over a transaction-enabled broadcast network, said method comprising:

creating an advertisement comprising non-interactive content, said advertisement being broadcast over said network at an at least one central system controller; and

creating interactive content, said additional interactive content being selectively integrated with said non-interactive content according to a predetermined schedule at the at least one central system controller, wherein the at least one central system controller collects information about consumer transactions resulting from the interactive content, for commerce purposes;

wherein the at least one central system controller further adds interactive advertising content to non-interactive advertising content for a period of time defined by at least one local merchant offer;

wherein the at least one central system controller further routes request data to the at least one local merchant using at least one advertisement identifier.

42. through 45. (Canceled).

46. (Currently amended) A method of conducting e-commerce over a transaction-enabled broadcast network, said method comprising:

creating broadcast content comprising conventional content and interactive advertising content for broadcast over said network at a central system controller; and

selectively broadcasting said interactive content by way of a central system controller according to a pre-specified agreement from the at least one central system controller, wherein the at

least one central system controller collects information about consumer transactions resulting from the interactive content, for commerce purposes;

wherein the at least one central system controller further adds interactive advertising content to non-interactive advertising content for a period of time defined by at least one local merchant offer;

wherein the at least one central system controller further routes request data to the at least one local merchant using at least one advertisement identifier.

47. (Canceled).

48. (Currently amended) A method of conducting e-commerce over a transaction-enabled broadcast network, said method comprising:

creating broadcast content comprising conventional and interactive advertising content at an at least one central system processor of a multi-service operator, wherein the at least one central system processor adds interactive advertising content to non-interactive advertising content for a period of time defined by at least one local merchant offer;

broadcasting said broadcast content from the at least one central system processor of multi-service operator;

receiving request data over said network from a viewer at the at least one central system processor of a multi-service operator, said request data being transmitted by said viewer in response to said broadcast content;

routing said request data to a local server for fulfillment from the at least one central system processor of a multi-service operator, wherein the at least one central system processor routes the request data to at least one local merchant using at least one advertisement identifier; and

collecting information about the transaction for commerce purposes.

49. (Canceled).